



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

<u>Contract / Revision</u> 488678 /		<u>Alt Order #</u> 06266509
<u>Product</u> OBAMA 4 AMERICA		
<u>Contract Dates</u> 09/18/12 - 09/24/12		<u>Estimate #</u> 1536
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 09/12/12 / 09/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Greer Margolis Mitchell Burns, Inc (GMMB)
3050 K St NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/18/12	09/24/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				5	\$450.00			
N 2	KVVU	09/18/12	09/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				5	\$725.00			
N 3	KVVU	09/18/12	09/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				5	\$700.00			
N 4	KVVU	09/18/12	09/24/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$275.00			
N 5	KVVU	09/18/12	09/24/12	Better	M-F 11a-12p		:30			NM	5	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				5	\$195.00			
N 6	KVVU	09/18/12	09/24/12	Anderson	3-4p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				2	\$300.00			
N 7	KVVU	09/18/12	09/24/12	The Dr.Oz Show	4-5p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				5	\$350.00			
N 8	KVVU	09/18/12	09/24/12	Fox 5 News at 5	5-530p		:30			NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				5	\$550.00			
N 9	KVVU	09/18/12	09/24/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	5	\$3,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				5	\$625.00			
N 10	KVVU	09/18/12	09/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	5	\$10,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/18/12	09/24/12	MTWTF--				5	\$2,150.00			
N 11	KVVU	09/22/12	09/22/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 09/12/12 / 09/12/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1-				1	\$1,500.00			
N 12	KVVU	09/23/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1				1	\$1,250.00			
N 13	KVVU	09/23/12	09/23/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1				1	\$785.00			
N 14	KVVU	09/18/12	09/24/12	Friends	M-F 12:05-1:05a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	MTWTF--				2	\$225.00			
N 15	KVVU	09/18/12	09/24/12	Extra	M-F 1:05-1:35am		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/18/12	09/24/12	MTWTF--				2	\$100.00			
N 16	KVVU	09/23/12	09/23/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1				1	\$850.00			
N 17	KVVU	09/23/12	09/23/12	Numb3rs	Sun 12-1am		:30			NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1				1	\$185.00			
N 18	KVVU	09/24/12	09/24/12	The Mob Doctor	Mon 9p-10p		:30			NM	1	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	1-----				1	\$4,350.00			
N 19	KVVU	09/21/12	09/21/12	The Mob Doctor	Fri 9p-10p		:30			NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	----1--				1	\$1,750.00			
N 20	KVVU	09/23/12	09/23/12	NFL Early Game	NFL Early Game		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1				1	\$7,500.00			
N 21	KVVU	09/23/12	09/23/12	NFL Early Game	NFL Early Game		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1				1	\$8,500.00			
N 22	KVVU	09/22/12	09/22/12	NCAA Football Late Game	NCAA Football Lat		:30			NM	1	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1-				1	\$2,325.00			
Totals											58	\$59,520.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/24/12	58	\$59,520.00	\$50,592.00
Totals	58	\$59,520.00	\$50,592.00

Signature: _____ Date: _____

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REP HEADLINE# 6266509 TRF# 488678 REP: TEL# 610-293-4100 FAX# 610-225-1191
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP SEP12/12 09.21
*** KVVU-TV *** **CHANGES**

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US REP. # OFF. # 762 SALESMAN #
AGY # 1051 AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME MAURA GILROY

3050 K ST NW, SALES PRSN PH- TERESA DIFURIA
WASHINGTON, DC 20007

ORDER # CONTRACT # 6266509 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA 4 AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP12/12 09.21

REP: TO ROSE
FROM TERESA
REVISED ORDER WITH RATES TO CLEAR
REV TTL 59,520
PLEASE CONFIRM
THANKS! TERESA

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 1536

1	R		500A-600A	30		\$450.00	9/18	9/24	5		TU-F,M	5
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PROGRAM : FOX5 NEWS 5A

FAX# 610-225-1191
HARRIS REPORT FROM REP SEP12/12 09.21
CHANGES *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2	R		600A-700A	30		\$725.00	9/18	9/24	5		TU-F,M	5
PROGRAM : FOX5 NEWS 6A												
3	R		700A-900A	30		\$700.00	9/18	9/24	5		TU-F,M	5
PROGRAM : FOX5 MORNING NEWS												
4	R		900A-1000A	30		\$275.00	9/18	9/24	2		TU-F,M	2
PROGRAM : MORE LAS VEGAS												
5	R		1100A-1200N	30		\$195.00	9/18	9/24	5		TU-F,M	5
PROGRAM : BETTER LAS VEGAS												
6	R		300P-400P	30		\$300.00	9/18	9/24	2		TU-F,M	2
PROGRAM : ANDERSON COOPER												
7	R		400P-500P	30		\$350.00	9/18	9/24	5		TU-F,M	5
PROGRAM : DR OZ												
8	R		500P-530P	30		\$550.00	9/18	9/24	5		TU-F,M	5
PROGRAM : FOX 5 NEWS AT 5PM												
9	R		530P-600P	30		\$625.00	9/18	9/24	5		TU-F,M	5
PROGRAM : FOX 5 NEWS AT 530PM												
10	R		1000P-1100P	30		\$2,150.00	9/18	9/24	5		TU-F,M	5
PROGRAM : FOX 5 NEWS AT 10P												
11	R		1000P-1100P	30		\$1,500.00	9/22	9/22	1		SAT	1
PROGRAM : FOX 5 NEWS AT 10PM SAT												
12	R		1000P-1045P	30		\$1,250.00	9/23	9/23	1		SUN	1
PROGRAM : FOX 5 NEWS AT 10PM SUN												
13	R		1045P-1100P	30		\$785.00	9/23	9/23	1		SUN	1
PROGRAM : FOX 5 SPORTS EXTRA												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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14	R		1205A-105A	30		\$225.00	9/18	9/24	2		TU-F,M	2
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PROGRAM : FRIENDS

15	R		105A-135A	30		\$100.00	9/18	9/24	2		TU-F,M	2
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PROGRAM : EXTRA

18	R		800A-900A	30		\$850.00	9/23	9/23	1		SUN	1
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PROGRAM : FOX NEWS SUNDAY

19	R		1200M-100A	30		\$185.00	9/23	9/23	1		SUN	1
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PROGRAM : NUMB3RS

21	R		900P-1000P	30		\$4,350.00	9/24	9/24	1		MON	1
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PROGRAM : MOB DOCTOR

25	R		1000A-100P	30		\$7,500.00	9/23	9/23	1		SUN	1
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PROGRAM : FOX NFL (GAME 1)

29	R		1000A-130P	30		\$8,500.00	9/23	9/23	1		SUN	1
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PROGRAM : NFL EARLY GAME
 ORD COM1: NO NFL LATE GAME. MG EARLY GAME. PRE-BOOKED PLS APPROVE.
 THIS IS A MAKE-GOOD FOR SEP23 ON LINE-26 FOR 1 SPOT/WK

27	R		100P-800P	30		\$2,325.00	9/22	9/22	1		SAT	1
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PROGRAM : FOX COLLEGE FOOTBALL

SEP/12 59520.00

CONTRACT TOTAL 59520.00
 TOTAL SPOTS 58

MARKET TOTALS \$183,657 KVVU 19% KSNV 27% KLAS 24% KTNV 17% KVMY 7% KVCW 5% CABL 0%
 KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE